

## Case Study: Executive Coaching for a High-Growth COO

### Background

In early 2023, True Synergy, Inc. began working with the newly appointed COO of a high-growth healthcare system based in California. This COO, a highly intelligent and compassionate leader, had successfully navigated the corporate ladder and was recognized for her strategic vision and empathetic approach. However, as she transitioned into her role, she struggled to find her voice and establish a commanding executive presence required to lead the company effectively in a competitive market.

### Challenges

The primary challenges faced by the new COO included:

1. *Establishing Executive Presence*: Despite her qualifications and kind demeanor, she needed more confidence to project authority in high-stakes meetings and public speaking engagements, affecting her leadership impact.
2. *Navigating Stakeholder Relationships*: Internally, she found it difficult to assert her position amidst a strong-willed, all-male executive team, including the CEO. Many on the executive team had significant company tenure and had previously worked together at other companies.
3. *Effective Communication*: She often found herself unsure of how to succinctly articulate her vision and strategy, leading to misunderstandings and misalignment within her team.

### True Synergy's Executive Coaching Intervention

True Synergy provided a tailored executive coaching program designed to help the new COO enhance her leadership capabilities and refine her executive presence.

1. *One-on-One Coaching Sessions*: We began with bi-weekly coaching sessions focusing on identifying her strengths and areas for development. Through reflective practices and self-assessment tools, she gained insights into her leadership style and the unique value she brought to her role.
2. *Leadership Vision Development*: With her executive coach, she crafted a compelling leadership vision. This included articulating her values and mission as a leader, enabling her to communicate her strategic objectives more confidently and authentically.
3. *Communication Skills Enhancement*: We implemented targeted workshops on effective communication strategies, including active listening, assertiveness training, and storytelling techniques. This equipped her to convey her ideas more clearly and persuasively in team settings.

4. *Public Speaking and Presentation Training*: Recognizing her apprehension in public speaking, we arranged for tailored presentation coaching. This included practice sessions with feedback focused on body language, tone, and audience engagement, empowering her to speak with more confidence.

5. *Feedback and Reflection*: Regular feedback mechanisms were established, allowing her to reflect on her progress and identify areas for improvement continuously. This iterative process fostered a growth mindset essential for her development.

## Results

The impact of True Synergy's executive coaching was transformative:

*Enhanced Executive Presence*: Within three months, the COO demonstrated a marked improvement in her executive presence. Peers and team members began expressing increased confidence in her leadership capabilities.

*Improved Stakeholder Relationships*: She developed stronger relationships with her CEO and executive team, leading to more collaborative decision-making processes. By asserting her vision and presence, she cultivated a sense of trust and respect within the leadership cadre.

*Effective Communication*: She became adept at articulating her strategic vision, significantly improving internal alignment on company goals. Feedback indicated a notable shift in how her team and other executives received her communications.

*Increased Confidence and Influence*: Her newfound confidence enhanced her performance and inspired her team. Engagement surveys reflected increased morale and a stronger aligned company culture.

## Conclusion

The executive coaching program provided by True Synergy was pivotal in helping the new COO find her voice and refine her executive presence. This case underscores the critical role of tailored executive coaching in empowering leaders to overcome challenges and enhance their effectiveness. Through intentional development and support, the COO improved her partnership with the CEO and led her high-growth company with confidence and clarity, ultimately driving the organization toward sustained success.